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世界(集團)有限公司
WORLD HOUSEWARE (HOLDINGS) LIMITED
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 713)

ANNOUNCEMENT
Proposal of land use change from
industrial purpose to business and residential purposes

This Announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

Welidy Limited, a wholly owned subsidiary of World Houseware (Holdings) Limited (“the Company”), owns a piece of industrial land of approximately 69,000m² located in Ping Shan, Shenzhen City (“the Land”). The Land is currently used by another wholly owned subsidiary of the Company World Plastic Mat (Baoan) Company Limited as a factory site. As the Land is situated only 2.5 to 3 km from the construction site of the Shenzhen East Station of the Xiamen-Shenzhen high-speed Railway, it may fall within the criteria of the Shenzhen urban redevelopment plans and may qualify for applying land use change from industrial use to business and residential purposes. Accordingly the Company is now studying the feasibility of applying for land use change to the relevant Chinese government authority. The Company will also consider the possibility of joint developments with any interested third parties. Further announcement will be made by the Company on any further developments of this proposal.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Lee Tat Hing
Chairman

Hong Kong, 27 October 2010

As at the date of this announcement, the executive directors of the Company are Mr. Lee Tat Hing, Madam Fung Mei Po, Mr. Lee Chun Sing, Mr. Lee Pak Tung and Madam Chan Lai Kuen Anita; the non-executive director of the Company is Mr. Cheung Tze Man Edward; the independent non-executive directors of the Company are Mr. Tsui Chi Him Steve, Mr. Hui Chi Kuen Thomas and Mr. Ho Tak Kay.